



**INDIAN TRAVELER**

**PROFILES 2019**

# INDIAN TRAVELER SEGMENTATIONS

## UBER-RICH 9.5 million

Travel at least once every 6 months, annual income 15000K INR and above, "I am interested in international events, other cultures & countries" or "I like to explore the world around me"

## HAPPY FAMILY 19 million

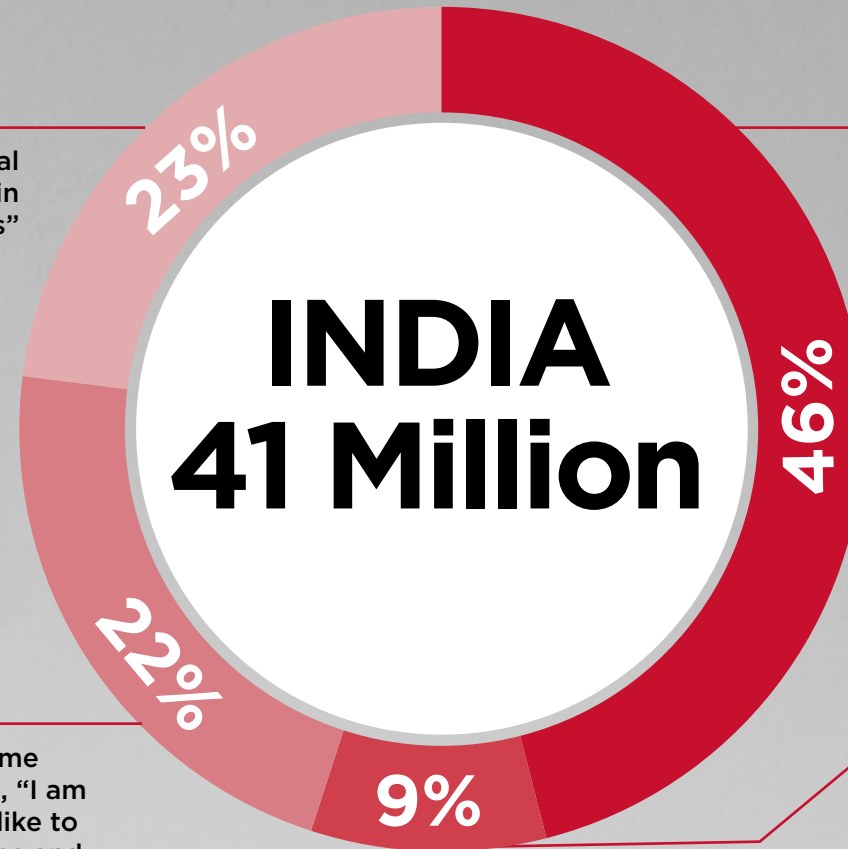
Travel at least once every 6 months, annual income 720K INR and above, married with kids

## YOUNG ADVENTURER 8.9 million

Travel at least once every 6 months, annual income 720K INR and above, age 16-34 years old, single, "I am interested in other cultures and countries" or "I like to be surrounded by different people, cultures, ideas and lifestyle" or "I like to explore the world around me"

## ASPIRATIONAL COUPLE 3.2 million

Travel at least once every 6 months, annual income 450K INR and above, married without kids or in relationship



# HAPPY FAMILY

**19  
Million**

## PROFILE

Age group:  
25-34: 52%  
35-44: 28%  
45-54: 8%

M: 60% F: 40%

## INTEREST

Watch TV 54%  
Food / Restaurants / Cooking 53%  
Science and technology 53%  
Travel and exploring new places 49%

### TOPIC ONLINE

Personal finance / Investment / Parenting / Childcare

## STATEMENT

- Family is the most important thing in my life 93%
- I like to explore the world around me 92%
- It is important to me to continue to develop new skills throughout life 91%
- I regularly try new foods from other countries 84%
- I am a brand conscious person 86%
- I tend to buy brands I see advertised 82%

# HAPPY FAMILY

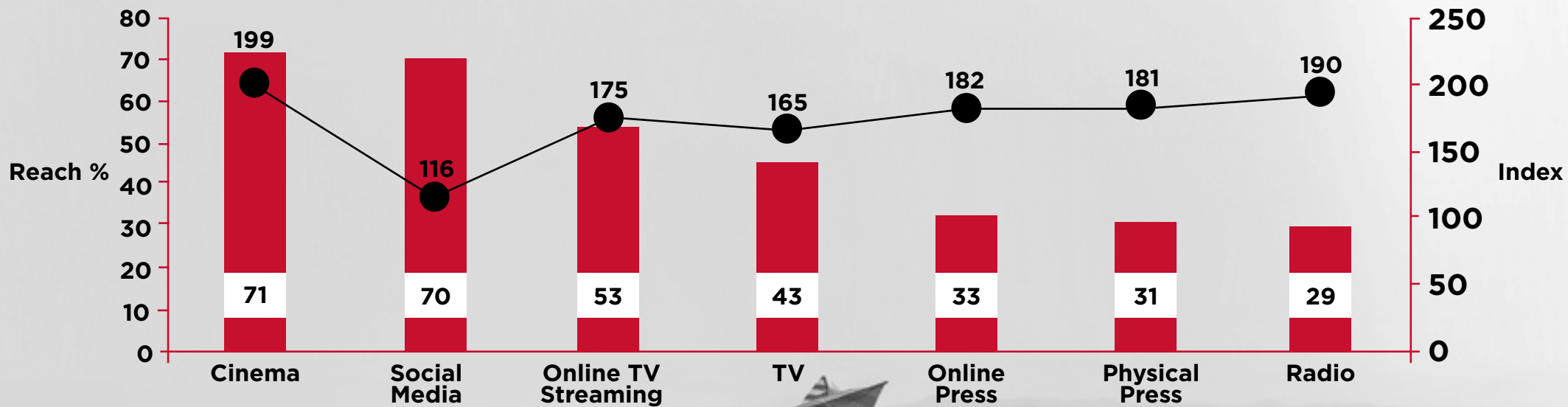
## MEDIA CONSUMPTION - HEAVY/HIGH USAGE

A family media consumption

34%  
spend



3hrs  
per day



Reach

Index



# HAPPY FAMILY

## INTERNET USAGE

**68%**

Stay up-to-date on news/events

**67%**

Research for work

## ONLINE ACTIVITIES LAST MONTH

**100%**

Visited/used a social network

**99%**

Visited an online retail site or store such as Amazon

## ONLINE PRODUCT BRAND RESEARCH

**48%**

Search Engines

**45%**

Social Network

**37%**

Price comparison websites

## DEVICES OWNERSHIP



**99%**

**45%** spend

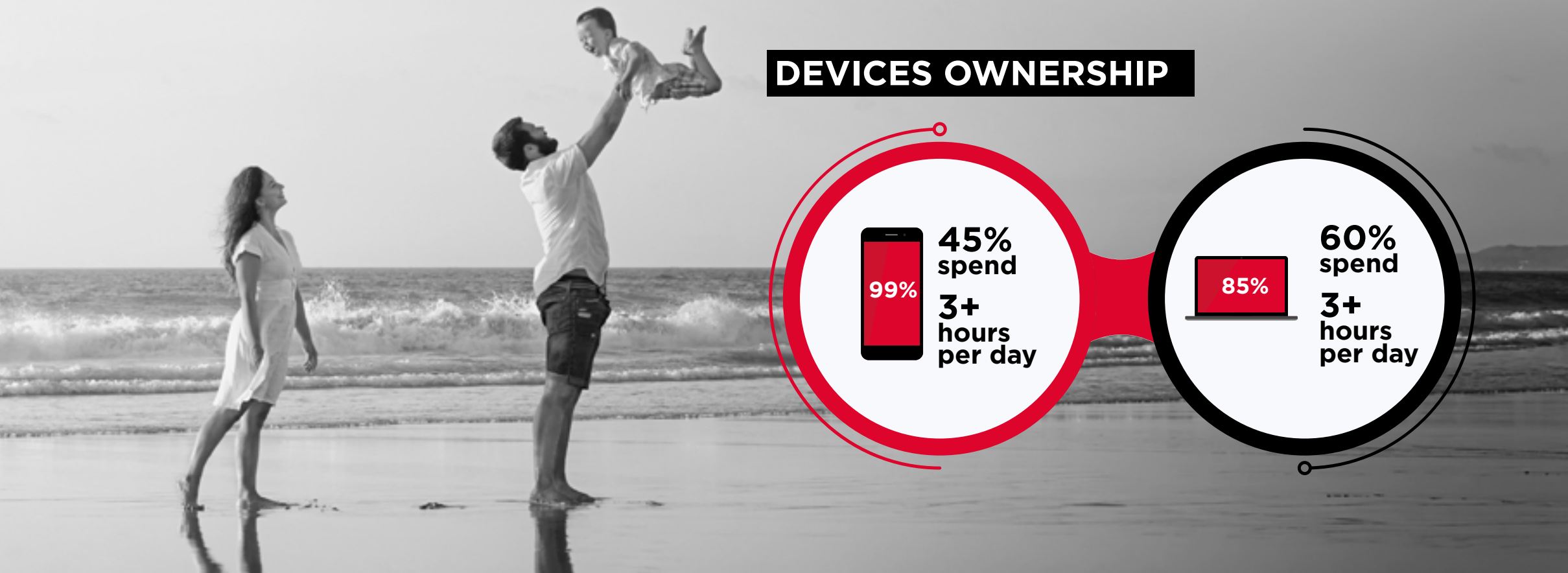
**3+** hours per day



**85%**





**60%** spend

**3+** hours per day



## HAPPY FAMILY

## SOCIAL MEDIA - MOST PREFERRED BY TARGET

Social Media	Visitors	Engagement	Membership	Frequency (more than once per day)
	92%	38%	97%	60%
	91%	NA	94%	48%
	75%	37%	89%	29%
	74%	38%	80%	28%

**INSTAGRAM** Clicked on a sponsored post

Example: Used the Shop Now or Learn More buttons/uploaded a video clip.

**FACEBOOK** Visited a company, brand or product's Facebook page.

## REASON



## PEOPLE FOLLOWED



## HAPPY FAMILY

### INTERACTION

- Visited a brand's website 64%
- Watched a video made by a brand 35%
- Read an email / newsletter from a brand 33%

## BRAND ASSOCIATION

### DISCOVER

- TV shows / films 38%
- Consumer review sites 33%
- Product comparison websites 33%
- Updates on brands' social media pages 30%
- Ads seen at the cinema 28%

## APP TYPE

**92%**

Social Media

**86%**

Maps

**84%**

Shopping

**70%**

Travel



# UBER-RICH

**9.5  
Million**

## PROFILE

Age group:  
25-34: 50%  
35-44: 22%  
45-54: 8%  
55-64: 6%  
M: 60% F: 40%  
Married 82%

## INTEREST

- Science and technology 54%
- Food / Restaurants / Cooking 52%
- Watch TV 51%
- Travel and exploring new places 50%

## TOPIC ONLINE

Personal finance / Investment / Travel / Vacations

## STATEMENT

- I like to explore the world around me 94%
- I always strive to achieve more in life 94%
- It is important for me to feel respected by my peers 93%
- I am constantly connected online 93%
- Family is the most important thing in my life 92%
- I regularly try new foods from other countries 85%
- I tend to buy brands I see advertised 84%



# UBER-RICH

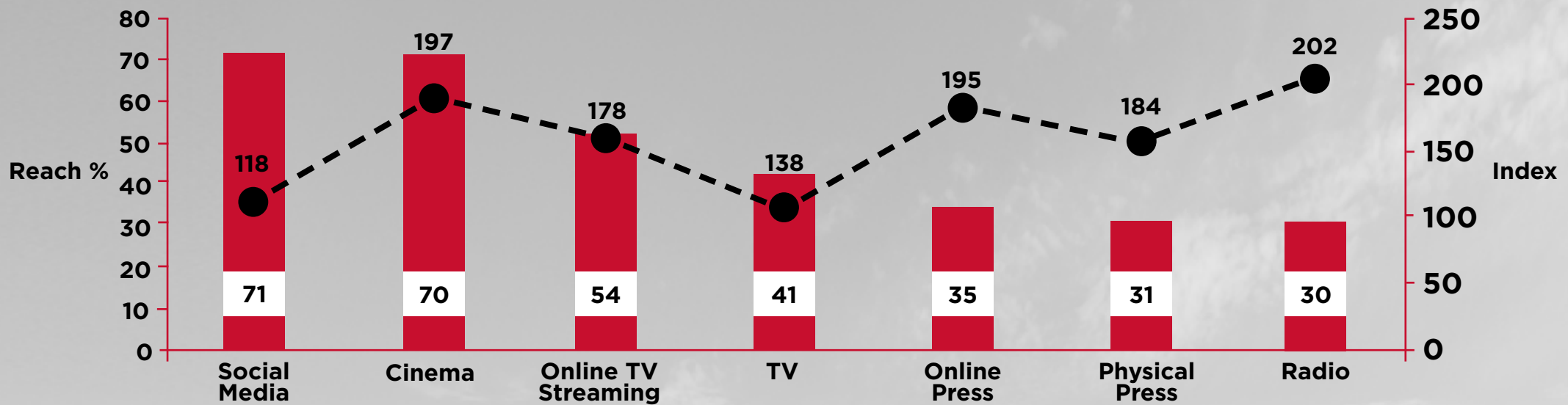
## MEDIA CONSUMPTION - HEAVY/HIGH USAGE

Uber-Rich media consumption

37% spend



3hrs per day

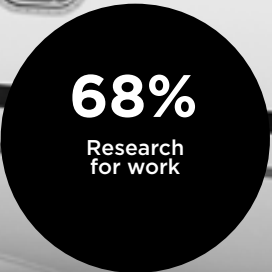


● Reach  
● Index

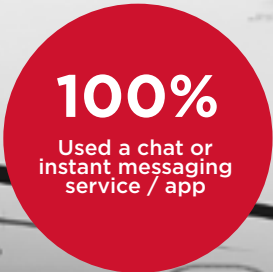


# UBER-RICH

## INTERNET USAGE



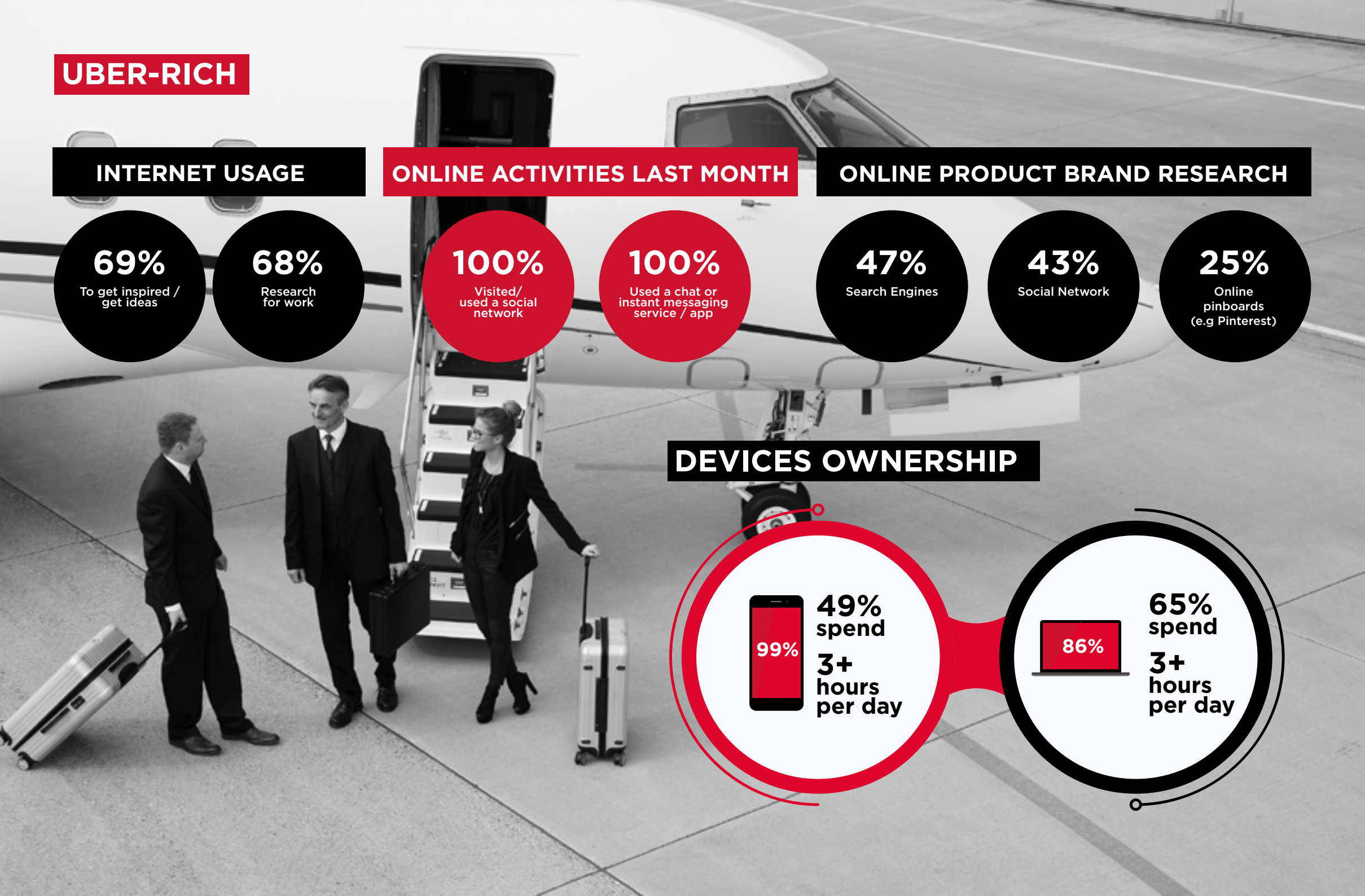
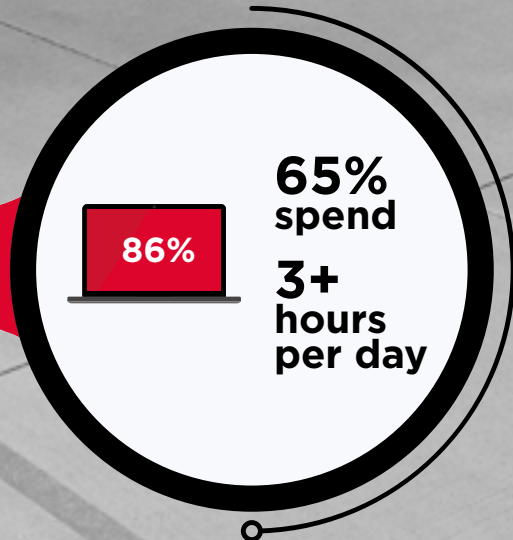
## ONLINE ACTIVITIES LAST MONTH



## ONLINE PRODUCT BRAND RESEARCH







## DEVICES OWNERSHIP



## UBER-RICH

### SOCIAL MEDIA - MOST PREFERRED BY TARGET

Social Media	Visitors	Engagement	Membership	Frequency (more than once per day)
	89%	41%	97%	60%
	91%	NA	94%	50%
	77%	40%	90%	31%
	77%	44%	83%	32%

INSTAGRAM Commented on a brand's photo or video clip / Used the live feature

FACEBOOK Commented about a sports event or match I'm watching

### REASON

**45%**

To share photos or videos with others

**43%**

To meet new people

**39%**

To network for work

### PEOPLE FOLLOWED

News | Media organizations | Brands you like | Sports Stars



# UBER-RICH

## INTERACTION

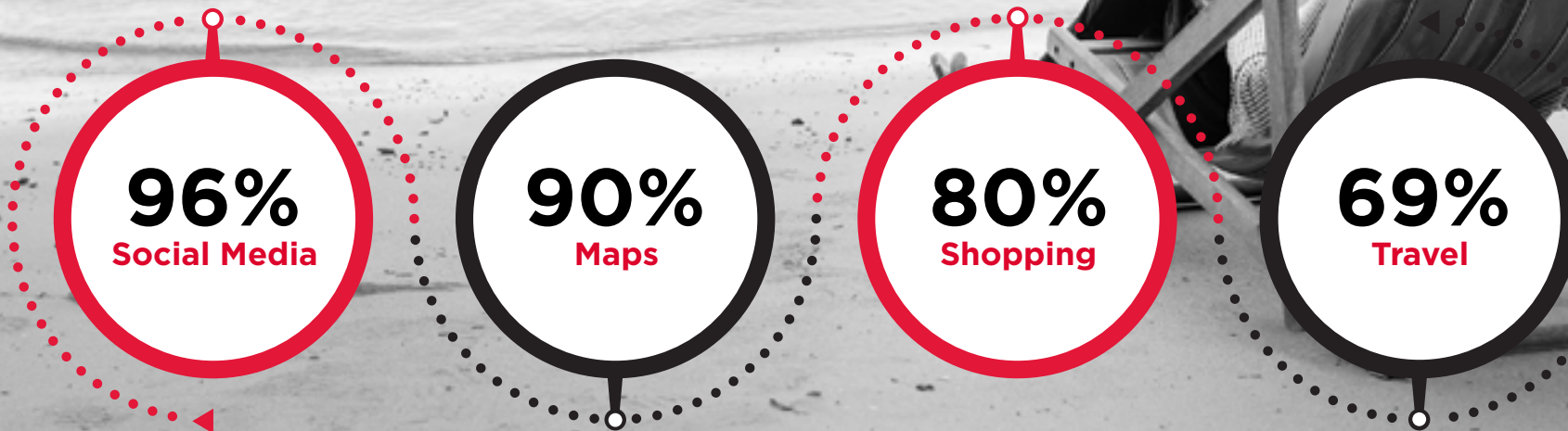
- Visited a brand's website 63%
- Read an email / newsletter from a brand 35%
- Visited a brand's social network page 31%

## BRAND ASSOCIATION

## DISCOVER

- Brand / product websites 32%
- Product comparison websites 31%
- Updates on brands' social media pages 30%
- Word-of-mouth recommendations from friend or family members 30%

## APP TYPE



# YOUNG ADVENTURER

## PROFILE

**Age group:**  
16-24: 73% -  
*20 years old above with higher index*  
25-34: 28%  
M 50% F 50%

**8.9  
Million**

## INTEREST

- Gaming 41%
- Cars / automobiles 38%
- Playing sport 34%
- Entrepreneurship / start-ups 29%

### TOPIC ONLINE

Nights Out / Socializing / Games / Gaming

## STATEMENT

- It is important to stay in touch with what is going on in the world 89%
- I like to explore the world around me 89%
- Having the latest technological products is very important to me 88%
- I always like to try new products 88%
- I find that I am easily swayed by other people's opinion 68%

# YOUNG ADVENTURER

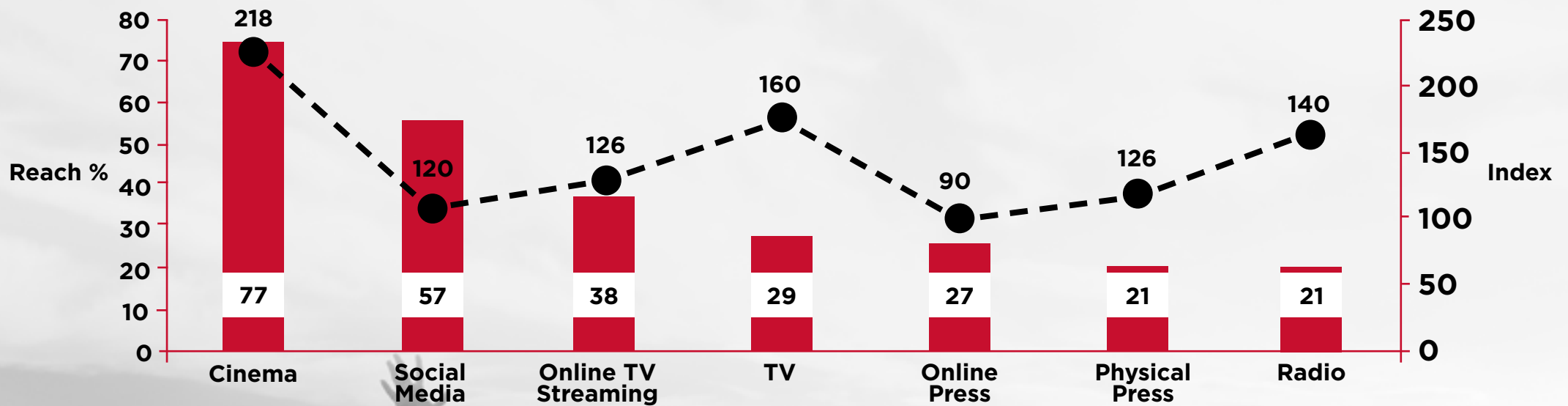
## MEDIA CONSUMPTION - HEAVY/HIGH USAGE

Young Adventurer  
media consumption

27%  
spend



3hrs  
per day



● Reach  
● Index



# YOUNG ADVENTURER

## INTERNET USAGE

**57%**

Research /  
find products  
to buy

**56%**

Networking  
for work

## ONLINE ACTIVITIES LAST MONTH

**100%**

Visited/  
used a social  
network

**100%**

Used a chat or  
instant messaging  
service / app

## ONLINE PRODUCT BRAND RESEARCH

**39%**

Search Engines

**34%**

Social Network

**30%**

Video Sites

## DEVICES OWNERSHIP

**98%**

**40%**  
spend

**3+**  
hours  
per day





**66%**

**44%**  
spend

**3+**  
hours  
per day

## YOUNG ADVENTURER

### SOCIAL MEDIA - MOST PREFERRED BY TARGET

Social Media	Visitors	Engagement	Membership	Frequency (more than once per day)
	93%	49%	97%	71%
	69%	NA	70%	38%
	61%	24%	69%	21%
	62%	26%	65%	26%

**INSTAGRAM** Shared an Instagram photo on another social network (e.g. Facebook, Twitter) / Commented on a brand's photo or video clip

**FACEBOOK** Researched a product I'm interested in buying

### REASON



### PEOPLE FOLLOWED





# YOUNG ADVENTURER

## INTERACTION

- Used a social networking “share” button on a website 26%
- Asked a question to a brand on a social network 25%
- Used a QR code provided by a company or brand 23%

## BRAND ASSOCIATION

## DISCOVER

- Product brochures / catalogues 27%
- Ads seen on public transport 25%
- Ads on billboards or posters 23%
- Vlogs 22%

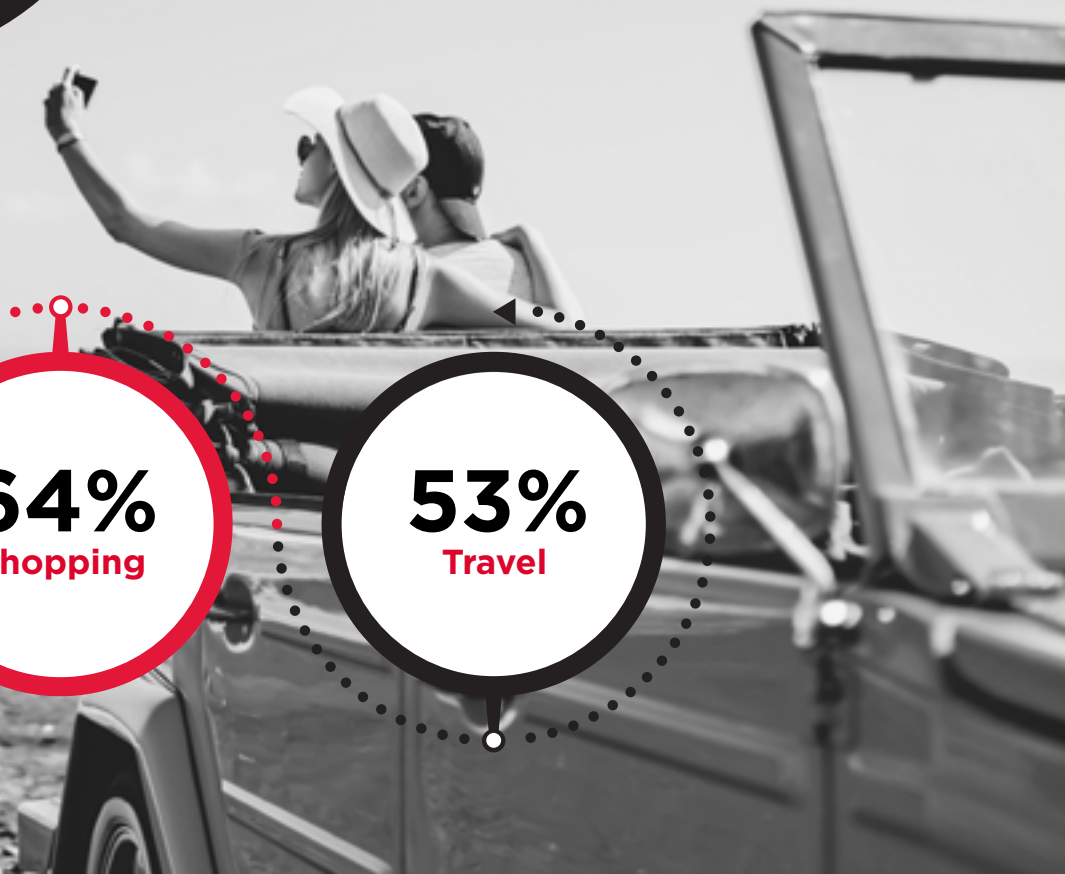
## APP TYPE

**94%**  
Social Media

**65%**  
Maps

**64%**  
Shopping

**53%**  
Travel



# ASPIRATIONAL COUPLE

**3.2  
Million**

## PROFILE

### Age group:

16-24: 23%

25-34: 64%

M: 66%/F: 34%

Married: 69%

In a relationship: 31%

## INTEREST

- Food / Restaurants / Cooking 54%
- Personal healthcare 49%
- Travel and exploring new places 48%
- Cars / Automobiles 47%

### TOPIC ONLINE

Personal finance / Investment / Cars / Automobiles

## STATEMENT

- I like to explore the world around me 83%
- I am constantly connected online 82%
- I always like to try new products 80%
- I am interested in other cultures and countries 80%
- I would consider myself to be a creative person 79%
- I regularly try new foods from other countries 65%



# ASPIRATIONAL COUPLE

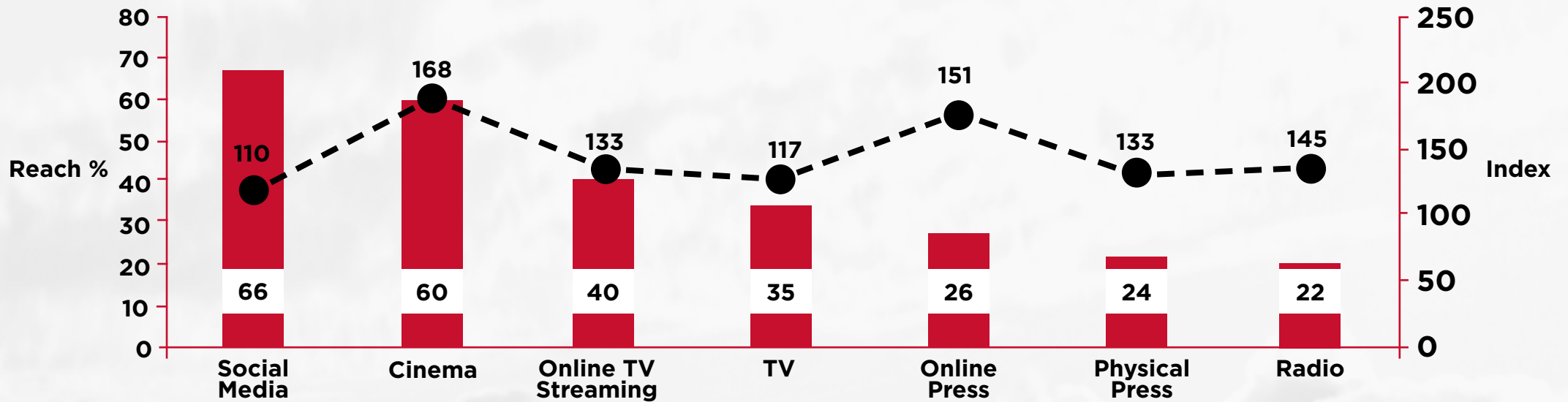
## MEDIA CONSUMPTION - HEAVY/HIGH USAGE

Aspirational Couple  
media consumption

28%  
spend



3hrs  
per day



● Reach  
● Index



# ASPIRATIONAL COUPLE

## INTERNET USAGE

**62%**

Research / find products to buy

**68%**

Research for work

## ONLINE ACTIVITIES LAST MONTH

**100%**

Visited/ used a social network

**99%**

Visited an online retail site or store such as Amazon

## ONLINE PRODUCT BRAND RESEARCH

**47%**

Consumer reviews

**46%**

Social Network

## DEVICES OWNERSHIP



96%

**45%** spend

**3+** hours per day



83%





**59%** spend

**3+** hours per day



## ASPIRATIONAL COUPLE

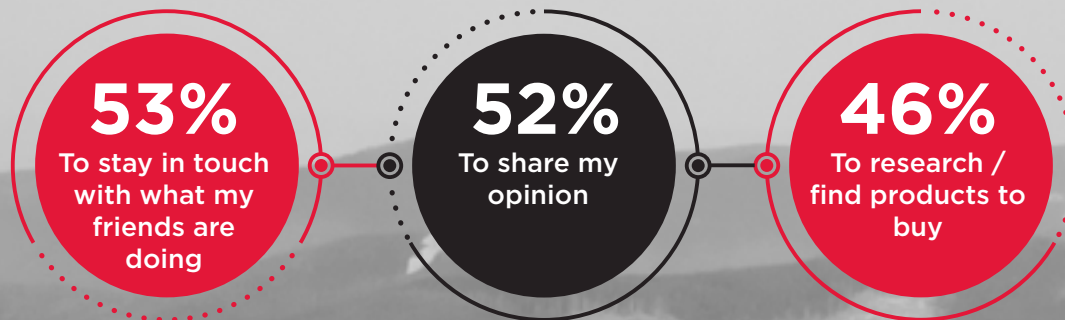
### SOCIAL MEDIA - MOST PREFERRED BY TARGET

Social Media	Visitors	Engagement	Membership	Frequency (more than once per day)
	93%	37%	95%	52%
	96%	NA	90%	48%
	69%	31%	89%	20%
	71%	28%	80%	27%

INSTAGRAM Entered a competition by sharing a photo or using a hashtag related to a brand  
Clicked on a sponsored post (e.g. used the Shop Now or Learn More buttons)

FACEBOOK Posted a comment about a product or brand

### REASON



### PEOPLE FOLLOWED



## ASPIRATIONAL COUPLE

### INTERACTION

- Visited a brand's website 65%
- Read an email / newsletter from a brand 37%
- Watched a video made by a brand 37%

## BRAND ASSOCIATION

### DISCOVER

- Ads seen online 39%
- Product comparison websites 35%
- Brand / product websites 35%
- Ads seen at the cinema 30%

## APP TYPE

**95%**  
Social Media

**86%**  
Maps

**86%**  
Shopping

**68%**  
Travel





LET'S DISCUSS

Tel: +971 4 425 3300 | Email: [info@themediavantage.com](mailto:info@themediavantage.com) | Website: [www.themediavantage.com](http://www.themediavantage.com)  
Location: Office 2003 | JBC 3 | Cluster Y | Jumeirah Lakes Towers | P.O. Box 358639 | Dubai UAE